

<i>SERFF Tracking Number:</i>	<i>UNAM-125926693</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Pennsylvania Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>41014</i>
<i>Company Tracking Number:</i>	<i>PL-INTROMAILER 10-08</i>		
<i>TOI:</i>	<i>MS06 Medicare Supplement - Other</i>	<i>Sub-TOI:</i>	<i>MS06.000 Medicare Supplement - Other</i>
<i>Product Name:</i>	<i>PL-IntroMailer</i>		
<i>Project Name/Number:</i>	<i>/</i>		

Filing at a Glance

Company: Pennsylvania Life Insurance Company

Product Name: PL-IntroMailer

SERFF Tr Num: UNAM-125926693 State: ArkansasLH

TOI: MS06 Medicare Supplement - Other

SERFF Status: Closed

State Tr Num: 41014

Sub-TOI: MS06.000 Medicare Supplement - Other

Co Tr Num: PL-INTROMAILER 10-08 State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Author: Holly Parenti

Disposition Date: 12/11/2008

Date Submitted: 12/04/2008

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name:

Status of Filing in Domicile: Pending

Project Number:

Date Approved in Domicile:

Requested Filing Mode:

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 12/11/2008

State Status Changed: 12/11/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

Re: Pennsylvania Life Insurance Company NAIC# 67660

Advertising Submission- Medicare Supplement Insurance

Form(s)

PL-IntroMailer 10-08 Insurance Pre-Approach Letter

Dear Sir or Madam:

SERFF Tracking Number:	UNAM-125926693	State:	Arkansas
Filing Company:	Pennsylvania Life Insurance Company	State Tracking Number:	41014
Company Tracking Number:	PL-INTROMAILER 10-08		
TOI:	MS06 Medicare Supplement - Other	Sub-TOI:	MS06.000 Medicare Supplement - Other
Product Name:	PL-IntroMailer		
Project Name/Number:	/		

We submit the above form for your review and approval. This advertising material will be used for our Medicare Supplement/Select, Life Insurance, Senior Dental Insurance forms approved by your state.

We certify that these forms comply with the provisions of 19xx10B and all applicable requirements of the Department.

We consider this advertisement an invitation to inquire and will use it to obtain leads for our Multiply Insurance Products approved by your Department.

If additional information is needed, please contact me at 800-538-1053 ext. 8531 or hparenti@uafc.com

Company and Contact

Filing Contact Information

Holly Parenti,	hparenti@uafc.com
P.O. Box 958465	(407) 628-1776 [Phone]
Lake Mary, FL 32795-8465	

Filing Company Information

Pennsylvania Life Insurance Company	CoCode: 67660	State of Domicile: Pennsylvania
1001 Heathrow Park Lane	Group Code: 953	Company Type:
Suite 5001		
Lake Mary, FL 32746	Group Name:	State ID Number:
(407) 995-8000 ext. [Phone]	FEIN Number: 23-1305366	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$25.00
Retaliatory?	No
Fee Explanation:	\$25.00 per ad - x1 ad
Per Company:	No

SERFF Tracking Number: UNAM-125926693 *State:* Arkansas
Filing Company: Pennsylvania Life Insurance Company *State Tracking Number:* 41014
Company Tracking Number: PL-INTROMAILER 10-08
TOI: MS06 Medicare Supplement - Other *Sub-TOI:* MS06.000 Medicare Supplement - Other
Product Name: PL-IntroMailer
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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Pennsylvania Life Insurance Company	\$25.00	12/04/2008	24322410

SERFF Tracking Number:	UNAM-125926693	State:	Arkansas
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	12/11/2008	12/11/2008

<i>SERFF Tracking Number:</i>	<i>UNAM-125926693</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Pennsylvania Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>41014</i>
<i>Company Tracking Number:</i>	<i>PL-INTROMAILER 10-08</i>		
<i>TOI:</i>	<i>MS06 Medicare Supplement - Other</i>	<i>Sub-TOI:</i>	<i>MS06.000 Medicare Supplement - Other</i>
<i>Product Name:</i>	<i>PL-IntroMailer</i>		
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Disposition

Disposition Date: 12/11/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number:	UNAM-125926693	State:	Arkansas
Filing Company:	Pennsylvania Life Insurance Company	State Tracking Number:	41014
Company Tracking Number:	PL-INTROMAILER 10-08		
TOI:	MS06 Medicare Supplement - Other	Sub-TOI:	MS06.000 Medicare Supplement - Other
Product Name:	PL-IntroMailer		
Project Name/Number:	/		

Item Type	Item Name	Item Status	Public Access
Form	Introduction Letter	Filed	Yes

SERFF Tracking Number:	UNAM-125926693	State:	Arkansas
Filing Company:	Pennsylvania Life Insurance Company	State Tracking Number:	41014
Company Tracking Number:	PL-INTROMAILER 10-08		
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Form Schedule

Lead Form Number: PL-IntroMailer 10-08

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	PL-IntroMailer 10-08	Advertising	Introduction Letter	Initial			PL-IntroMailer.pdf



PENNSYLVANIA
LIFE INSURANCE CO.

Turning 65 soon? We're here to help you understand your options.

If you are like most people during this time of your life, you're embracing some unique changes, such as becoming eligible for Medicare. This time in life can be exciting as well as confusing for some people, so don't feel like you are alone.

Pennsylvania Life Insurance Company specializes in the needs of seniors, helping them understand the changes in Medicare and what life and health insurance options are available to you each year. Pennsylvania Life's portfolio of insurance products, provides a full array of senior market products offering security and freedom to you and your family. Products include*:

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- Medicare Supplement/Select Insurance
 - Whole Life Insurance
 - Senior Dental Insurance
 - Cancer Plans
 - Long-Term Care**
 - Asset Accumulation/Annuity Contracts**
-

I invite you to find out for yourself what your options are by phone or set up a personal meeting with me and find out what you may qualify for.

Agent Name

Phone Number

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program. This is a solicitation for insurance. An agent may contact you. These policies may have exclusions and limitations. Policy Form Series: Medicare Supplement PMSA or PMSI, Medicare Select PMSA-S or PMSI-S, Life Insurance PL-LDBWL 09 or PL-GDBWL 09, Dental Insurance PLDEN03, CancerG39 or G68.

*Product availability varies by state.

**Available through strategic market alliances.

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Rate Information

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